

CORRESPONDENCE

Eugenics Propaganda

To the Editor, *Eugenics Review*

SIR,—Having read with much interest Dr. Blacker's article (October 1937, p. 181) in which he gave an outline of how £20,000 could be spent on research, I am encouraged to put forward suggestions for the enlargement of the propaganda work of the *Society*.

To reap the full benefit of research a national eugenics conscience must be created. To carry out any progressive reform the general public must be adequately informed, as no new measure can be passed into law without the support of the voters.

What steps can we take to reach a wider public? Several of our activities are very promising, but from the small scale upon which they have been carried out they must be regarded as tentative rather than fully effective. A doubled expenditure should yield a tenfold crop. Let us consider a few of these separately.

We exhibit at some of the Health Exhibitions, and our stall attracts much attention. We should exhibit at all. This would mean duplicating the exhibit. We should also have a research worker preparing further family pedigrees suitable for exhibition purposes.

We have formed the Eugenics Alliance for those who cannot afford the subscription to the *Society* or who need a simpler exposition of the subject than that found in the *EUGENICS REVIEW*. To make the Alliance effective we should have paid local secretaries who would organize branches, drawing-room meetings, lectures and film shows. Suitable women of education but small means are available for this part-time work at a salary of about £50 a year. Five local secretaries would cost about £250 a year and might secure a membership of several thousands for the Alliance.

The accumulated result of such work as Mr. Lidbetter's and the Merseyside researches are known to only a very few people; yet they are of great potential value for propaganda purposes. They need to be specially adapted for lectures to persons untrained in statistics.

The provision of sufficient lecturers is a difficulty. It is not easy to fulfil, by amateur speakers, the demands made upon the *Society*. Professional lecturers and demonstrators are not easy to retain unless more steady work is available. The demand is there. This again is a question of expense.

The readiest means of reaching large numbers at the present day is by the film and by broadcasting. Our new film is quite a success. For propaganda work, however, it is necessary to provide a constant flow of new material. We could provide a play film suitable for the commercial theatre for a sum of about £2,000. Some of this cost would be

returnable by hire and distribution fees. The film *Dangerous Lives* is, I believe, a constant source of revenue to the Canadian Social Hygiene Society, now called the Health League of Canada. A second simple scientific film is desirable for health exhibitions, etc. This would cost from £700 to £1,000.

The steady work of the last few years is beginning to show results and there is much more interest shown in the *Society* and the subject.

In the ways outlined above, I feel that a sum of £3,000 per annum could be effectively employed on propaganda in the United Kingdom.

HILDA POCCOCK.

London, S.W.1.

Programme of the Society

To the Editor, *Eugenics Review*

SIR,—Our treasurer asks for suggestions as to developing the *Eugenics Society's* programme, hinting that progress might be accelerated. Dare an American respond, one who lives in a pioneering environment, where he admires, almost to adoration, England's fine old culture? Because we Westerners are still close to covered-wagon days we are accustomed, perhaps, to hastening solutions of all kinds of problems. We think with nervous impatience.

However, the differential birth-rate law works with alarming speed. Dare we overlook any factor that would hasten wider diffusion of eugenical knowledge in either of those great democracies, the British Commonwealth of Nations, the United States? The following, therefore, may be worth your consideration:

1. Double the *Society's* membership in 1938. This only requires each member finding another. Send me five application forms. I will try to accept more than my quota, being careful to find those worthy of membership. A similar annual effort for even five years would provide a considerably increased income.

2. Systematically ask each member to include a bequest to the *Society* in his will. A long life of social service has shown that such appeals, tactfully made, bring sometimes more funds than can be wisely used.

3. Encourage contributions in addition to dues. To educate herein our membership, our friends, the tract or folder might be utilized. A one-page tract, slipped into a letter, could tell the story of what £1, £5, £10 would buy. The great world missionary movement has been built up largely upon small contributions. Members might insert such tracts systematically in their correspondence. In our business no piece of mail leaves without its enclosure covering some line of social service. Years of